Brahim Romdhane
Sr. Digital Product Designer

Tunis, Tunisia

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Sr. Digital Product Designer with over 6+ years of experience building products that balance business success with delightful user experiences through strategy and design.

Experience

Mar 2023
Present

Sr. Product Designer & Stratagist / ubiAI ↗
Oregon, USA, Remote

- ✦ Spearheaded the complete redesign and relaunch of Kudra, growing the user base from 0 to +50 active users within two months. Achieved an 80% demo-to-subscription conversion rate, driving a 74% increase in subscriptions post-launch.
- ✦ Led a User Centric Product Redesign aimed to enhance usability and user satisfaction for the company's Documents Annotation, AI Model Training and Data Extraction Products.
- ✦ Supervised and Produced features that increase user retention and revenue notably the research and introduction of Upselling features.

Jun 2022
Mar 2023

Sr. Product Designer / GoMyCode ↗
Tunis, Tunisia, Hybrid

- ✦ Enhanced existing experiences for over +300K Students, and +200 Instructors distributed across Africa and the Middle East.
- ✦ Led training sessions for Junior Designers and reduced design iteration cycles by 50% and boosted project completion rates by 30%
- ✦ Led User Research, User Testing, User Flows, Wireframing and Prototyping of high-impact eLearning End-Products, some of which led to +22% Avg. Time Spent, 43% Drop Out Rate Reduction, and +37% Lead Generation rates

Jun 2020
Jun 2022

Digital Product Designer / VERMEG ↗
Tunis, Tunisia, Hybrid

- ✦ Co-led and designed MEGARA Europe Central Banking 2022 Award Wining Product for Collateral Management Services
- ✦ Led the creation of Prestige Design System with 600+ Components, 80 Templates as part of library of "VEGGO" the No-code application builder decreasing POC delivery time by 67%.
- ✦ Designed and enhanced POC, MVP and MMP products for major insurance and banking brands like PwC, QNB, Generali and Societé Général.

Dec 2019
May 2020

Digital Product Designer / xTECH ↗
Tunis, Tunisia, Hybrid

- ✦ Consulted eLearning, Entertainment, Health and Food industry platforms for clients across the European and German Market spanning between Sorpetaler , UniversalMusic and Cambridge University.
- ✦ Helped in streamlining the design team's workflow and task prioritization

Mar 2019
Dec 2019

Digital Product Designer / StartDevelopment ↗
Tunis, Tunisia, Hybrid

✦ Led the Design Efforts for French Market Mobile/Desktops Apps like CultureContreCulture and Circuit.

Sep 2018
Mar 2019

Digital Product Designer / Dabchy ↗
Tunis, Tunisia, Hybrid

✦ Designed and Streamlined the #1 Shopping App on the App Store in Tunisia.
✦ Shipped and Maintained Key App Features like Stories, Gamification and Loyalty Programs leading to 42% user retention.
✦ Supervised and adapted the app to meet its launch strategy in Egypt.

Education

Baccalaureate Degree - Computer Science / **Ministry of Education**
2015 • Tunis, Tunisia.

Certifications

Certificate of Professional Qualification Recognition - Mobile/Desktop Application Design / **Ministry of Employment and Vocational Training**
2017 • Tunis, Tunisia

Training Certificate - Web Development / **Rahal Privet School**
03.02.2017 — 31.05.2017 • Gafsa, Tunisia

Training Certificate - Digital Design / **Rahal Privet School**
05.09.2016 — 31.01.2017 • Gafsa, Tunisia

Skills

Discover
Data Driven Discovery • Competitive Analysis • Personas & Segmentation • Product Strategy • Product Discovery workshop

Research
User Interviews • User Research • Journey & Flow Mapping • Features Definition and Prioritization • Product & Features Analysis • Ideation

Prototyping
Design Thinking Workshops • Prototyping • Interaction Design • Accessibility • Design Systems • Figma • Sketch • Protopie • Abstract

Collaboration
Miro • FigJam • Whiteboarding • Product Management • Stakeholder Alignment

Languages
English — **Fluent** / Spoken & Written
Arabic — **Fluent** / Spoken & Written
French — **Professional** / Spoken & Written

Projects

Alwan / **Figma Plugin** ↗
Control random HSL Color Range to apply on selected Figma Objects/Elements. Alwan currently has +300 active users.